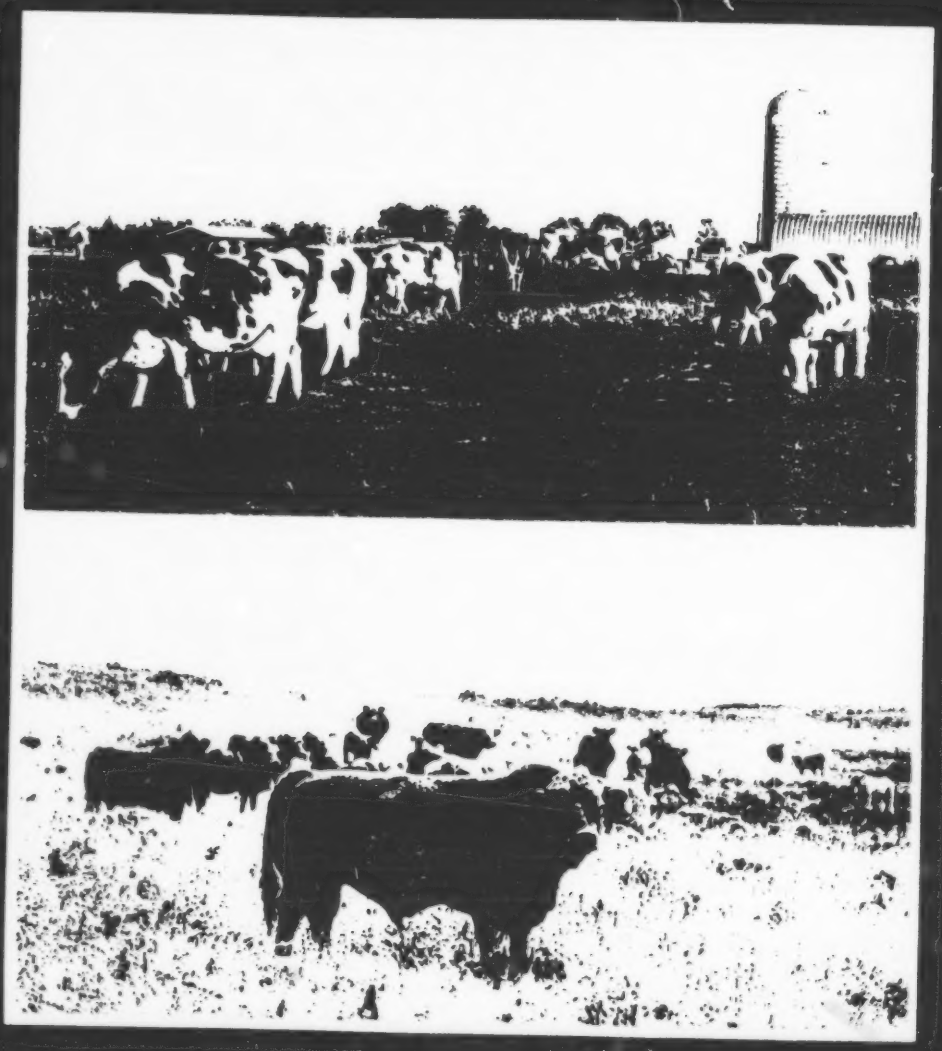
ALBERTA CATTLE

For Superior Performance



Alberta
CANADA

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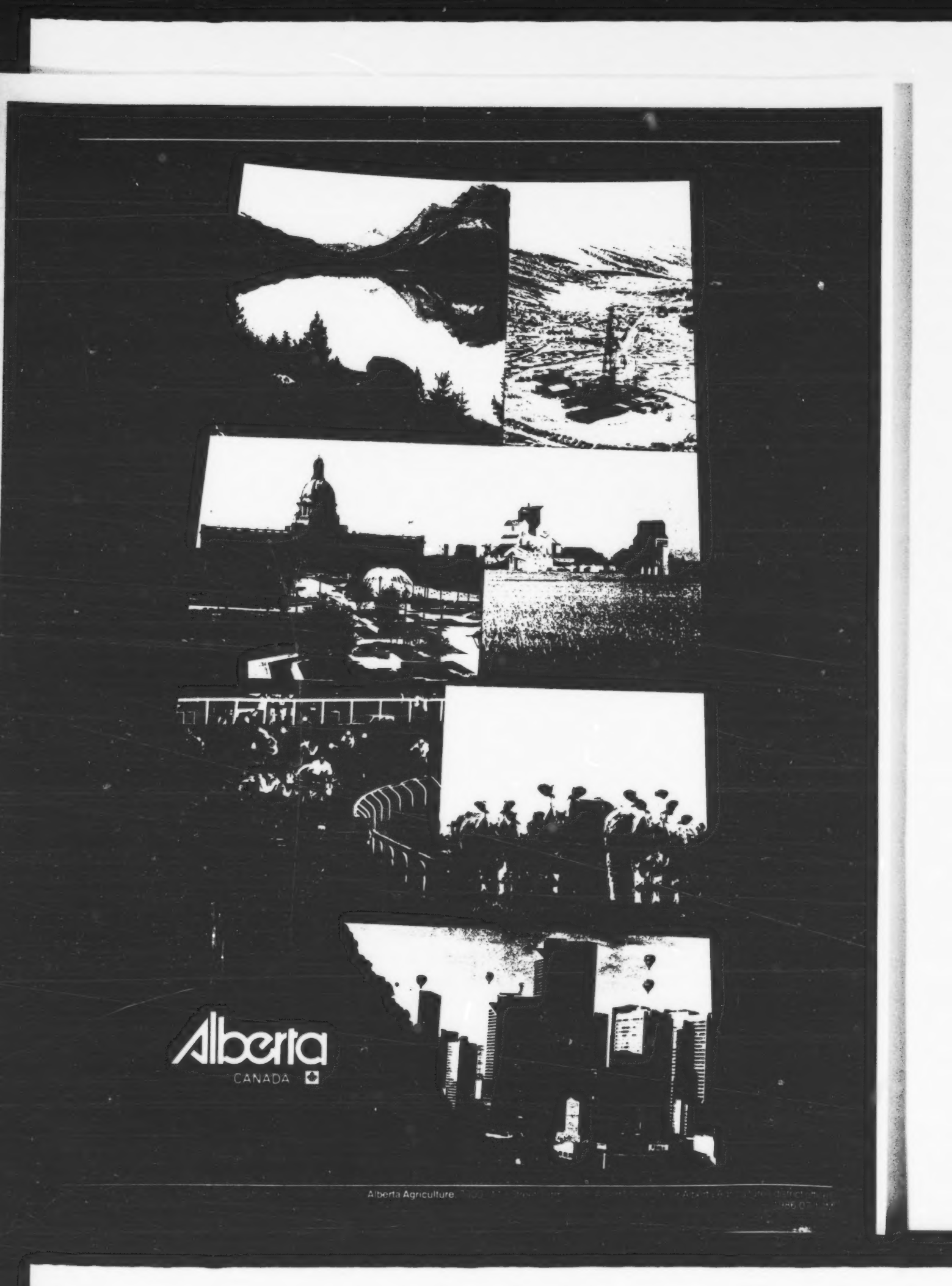


Alberta Agriculture

ALBERTA

Alberta combines the excitement of industrial progress with the serenity of the Rocky Mountains, the rugged life of the cowboy and the oil-rig worker with the world of finance and investment, and the beauty of the northern wilderness with the vigor of modern metropolitan centres.

Located in Western Canada between 49 degrees and 60 degrees north latitude and 110 degrees and 120 degrees west longitude, Alberta covers a total of 157,710,720 acres or 64 million hectares.

The province has four general geographic areas with the Rocky Mountains along its western border, the rolling prairies to the south, the rich parklands of mixed forests and plains across central Alberta and wilderness and muskeg (bog) to the north.

Alberta has a continental climate with four distinct seasons. Normal temperatures range from 86°F (30°C) in the summer (June to August) to -22°F (-30°C) during the winter with extremes of 100°F (38°C) and -40°F (-40°C) respectively.

The average rainfall varies from 12 inches (300 mm) in the south and east regions of the province to 20 inches (500 mm) further north and along the eastern foothills of the Rockies.

Rich in agricultural land, mineral, energy resources, manpower and scenic and climatic diversity, Alberta is viewed as the most dynamic of Canada's ten provinces.

ALBERTA AND AGRICULTURE

In the perspective of the '80s, Alberta has developed one of the most productive agricultural economies in the world. Alberta produces 20 per cent of the total Canadian agricultural output with approximately 9 per cent of its population, a major accomplishment for a province less than 100 years old.

Agricultural land is one of Alberta's greatest natural resources. There are nearly 50 million acres (20 million hectares) used in crop and livestock production with approximately 27 million acres (11 million hectares) classified as cultivated.

Most of the cultivated land, including the 2 million acres (800,000 hectares) under irrigation, is seeded to wheat, barley, tame hay, canola, oats, mixed grains, rye and flaxseed. The remaining land and a major portion of the capital involved in agriculture is directed to livestock production.

A willingness to innovate and a commitment to excellence makes livestock a strong and vigorous industry in the province. Alberta maintains the largest livestock population in Canada accounting for approximately 40 per cent of the country's beef cattle, 14 per cent of the hogs and 24 per cent of the sheep and lambs. There are more horses in Alberta than anywhere else in Canada. And Alberta is the third largest dairy province with over 200,000 head of dairy cows and heifers.

Alberta's livestock industry also serves a world-wide market supplying animals, as well as semen and embryos, for stock improvement purposes.

Alberta Statistics

Total Population[1]	2,237,724
Farm Population[1]	195,284
Total Land Area[2]	157,710,720 acres (63,822,329 hectares)
Occupied Farmland[2]	47,218,170 acres (19,108,236 hectares)
Number of Farms[2]	58,056
Average Size of Farm[2]	813 acres (329 hectares)
Total Cattle & Calves[3] (94% Beef and 6% Dairy)	3,510,000
Total Hogs[3]	1,460,000
Total Sheep[3]	176,000

[1] Source: Statistics Canada, Census of Population 1981
[2] Source: Statistics Canada, Census of Agriculture 1981
[3] Source: Statistics Canada, 1985 Estimates

ALBERTA'S BEEF INDUSTRY

Alberta's beef cattle industry is divided into three segments: seedstock, commercial and feeding.

It is the seedstock industry that develops the registered breeding stock used to maintain and improve the national beef herd with animals selected and bred for traits of greatest economic importance.

The commercial segment makes up the majority of Alberta's beef herd using genetics from the seedstock segment and systems of crossbreeding to achieve their goal of optimum beef production. Commercial operations are usually mixed farms with a portion of land unsuitable for cultivation or ranches with a large land base primarily suited for forage production.

The feeding sector of the beef industry obtains animals from the commercial operation and finishes them to the weight and quality that will produce the ideal beef carcass. Alberta's abundant supply of feed grains and forages has led to the development of the efficient, large scale feedlot businesses in addition to the traditional smaller farm finishing operations.

Through the combined efforts of all three segments, Alberta cattle and beef are some of the best in the world.

There are over twenty beef breeds available in Alberta. Some of these breeds have been bred with an emphasis on their strong maternal characteristics. With some, the emphasis has been on the growth and carcass qualities, while still others have been bred for their hardiness.

Because of the diversity of terrain and climate within the province, Alberta cattle have gained a reputation for their ability to adapt readily to almost any kind of management or environment.

ALBERTA'S DAIRY INDUSTRY

Canada is recognized internationally as the major source of quality dairy cattle and many of the top Canadian dairy cattle originate in Alberta.

Alberta has approximately 10 per cent of the national dairy herd with Holsteins making up the greatest percentage of the Alberta dairy population. There are also herds of Jerseys, Ayrshires, Guernseys and dairy-type Brown Swiss.

Registered Alberta dairy cattle have the depth of breeding, milk production and conformation equal to or better than any other source in the world. Another important consideration for buyers is the grade cattle identified and performance tested under the National Identification Program (NIP). These grade cattle, which now make up the majority of Alberta's dairy herd, have excellent breed characteristics, high production rates and many of the other strengths associated with registered Canadian dairy cattle. Since the introduction of NIP, it is considered that many of these non-registered grade cattle are essentially pure dairy strains of a single breed.

Most Alberta dairy cattle, purebred and grade, are performance tested. Milk recording programs in Canada are sponsored by the federal and provincial governments and coordinated by the Canadian Milk Recording Board which monitors all such programs to ensure the authenticity of the data. The programs enable breeders to appraise the performance of the cattle at the farm level and in terms of national averages.

Alberta dairy cattle often place at the top of their classes at such internationally recognized shows as the Royal Winter Fair in Toronto and the World Dairy Expo at Madison, Wisconsin in the U.S. Major dairy shows held annually in Alberta include Calgary's Spring Dairy Classic and the Westerner Spring Dairy Show in Red Deer, both held in April, and the Farmfair Dairy Show held in Edmonton beginning the first Thursday in November.

SUPERIOR GENETICS

RESEARCH AND DEVELOPMENT

Research has made significant contributions to the rapid development and genetic improvement experienced by the beef and dairy industries in recent years.

In 1967, the Lacombe Research Station, in conjunction with two other Agriculture Canada research stations in Manyberries, Alberta and Brandon, Manitoba, began extensive evaluations of the European beef breeds being introduced into Canada at that time. Known as the Foreign Cattle Breed Evaluation Program, the program was designed to evaluate the reproductive performance of crossbred females sired by the new breeds. The program has provided valuable data on such important economic traits as calving ease, birth weight, feedlot performance and carcass traits of the various crosses and on crossbreeding itself.

Through the use of information from such research programs, careful selection and strict breeding practices, these imported cattle have been redesigned to adapt to Canada's wide range of climatic and management conditions.

These new Canadian-type cattle are now sought after by countries with similar requirements.

The University of Alberta in Edmonton maintains a synthetic beef herd at its Kinsella Ranch. This research herd was developed and is being evaluated to determine its ability to maximize important performance features including growth rate and fertility. A number of private operators have used the information provided by this program to develop commercially viable synthetic beef herds.

Alberta's dairy industry works closely with all levels of government to ensure that only the most up to date genetic evaluation methods and milk recording developments are implemented.

PERFORMANCE TESTING

One of the most valuable and important management tools to come from research has been performance testing. The use of performance evaluation programs, either sponsored by government or by individual breed associations, has provided the necessary information for rapid and continuing improvement of the beef and dairy industries.

The beef evaluation programs were developed to assist seedstock and commercial beef producers identify and select breeding animals which express superior performance in economically important and heritable traits: fertility, mothering ability, efficiency and rate of gain, carcass desirability and longevity.

There are three separate levels of the beef performance evaluation program: the home test, bull performance testing and sire monitoring.

The home test provides the breeder with the necessary data to assist him in making selection decisions within his own herd.

Centralized station testing of bulls allows for the determination of genetic differences in growth rate and other important traits under controlled environment and management. There is one government run bull testing station in Alberta at Ellerslie near Edmonton. There are another twenty-five test stations sponsored by individual breed associations. All such stations are government supervised.

Under the National Sire Monitoring Program, performance data is collected on sires used in the evaluation programs on a continuous basis. The information is then used to determine the breeding value of each sire. Information from both the government and breed association programs is included on this program.

The Dairy Record of Performance (ROP) Program, initiated in 1905, provides a uniform official milk recording program for registered dairy cattle in Canada. There is regular on-farm supervision of herds involved on the program. Milk weights are recorded from evening and morning milkings and samples collected to determine butterfat and protein content. Results of the test are used to evaluate the individual BCA (Breed Class Average) which in turn is used for genetic evaluation, selection within herd and in meeting specifications of domestic and foreign buyers. It should be noted that the BCA system used in Alberta records a heifer's actual production as opposed to the U.S. system of projected mature equivalents based on a four year old cow.

Alberta also has its own Dairy Herd Improvement Program which provides dairymen with more complete production and management information.

All dairy artificial insemination (A.I.) bulls must be progeny tested and prove superior before they are allowed wide spread usage. This process of selecting, sampling and culling ensures that only the best genetic material is being transmitted.

Dairy's Young Sire Proving Program

Canada's Dairy Young Sire Proving Program is one of the most comprehensive in the world.

The purpose of the program is to provide a continuous flow of proven sires to the Canadian dairy industry.

Each year a predetermined number of young dairy bulls are selected for testing. To be eligible, each bull must meet a strict set of industry standards to determine its genetic merit:

- Its sire should be in the top 15% for production and type.
- Its dam should be from the top 5% for production and top 6% for type.
- Cow families, generation interval and longevity also play important parts in the selection process.

The Testing Process

1 to 2 years of age
— semen is collected
— semen is distributed to participating herds
— preliminary progeny testing begins

At this point, all young sires are removed from regular service until proof information is available on their daughters.

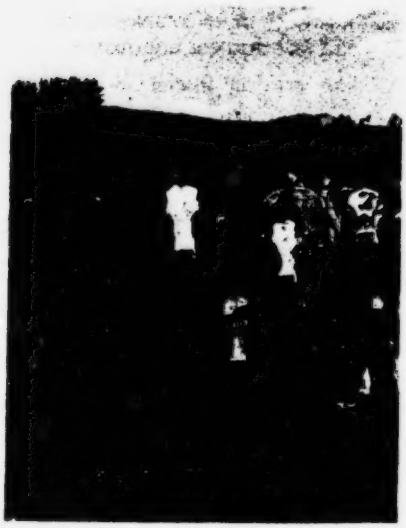
2 to 3 years
— calves born

3 to 4 years
— daughters bred

4 to 5 years
— daughters freshen
— projected production recorded
— daughters type classified

5 to 6 years
— daughters' complete production records and type classification records information are summarized for an official production and type proof.

Only the breed improving sires are returned to regular service.



CROSSBREEDING

An important development in the area of modern livestock production has been the widespread use and acceptance of crossbreeding.

In Alberta, crossbreeding within commercial herds has achieved remarkable results in the area of increased meat production.

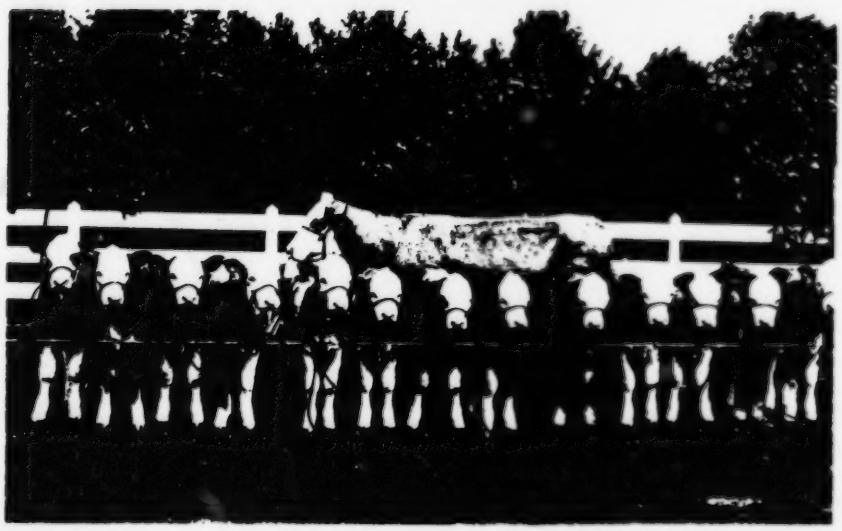
Pure herds of Alberta breeding stock have been established in many countries to provide the quality of bulls and females necessary to establish successful crossbreeding programs. As an example, in tropical and semi-tropical countries such as Mexico, Alberta cattle have been used extensively in crossbreeding with indigenous Zebu cattle. The offspring show increased beef characteristics while maintaining the heat and disease resistant qualities of the Zebu.

AI AND EMBRYO TRANSFER

Alberta's artificial insemination (AI) centers have emerged as industry leaders with access to semen from every cattle breed available in North America and to many of the continent's finest herd sires from each breed. All the province's AI centers have extensive experience in shipping frozen semen to countries around the world.

Embryo transfer has grown as a natural extension of the AI industry and has been refined and developed to a high degree of practical application.

The contribution of embryo transfer to herd expansion and improvement programs is well recognized. With this procedure, an owner can now realize many times the normal lifetime production of an elite cow from a single mating. It also means that resulting calves will carry the natural immunities of the surrogate mother. In cases of embryos shipped to foreign countries, the transplant calves will carry immunities to many of the diseases indigenous to that particular area.



The successful use of advanced embryo cyropreservation technology (freezing of fertilized embryos) now provides more immediate access to the wealth of select genetic material contained in Alberta's livestock. For buyers, this not only means easier access, but minimum import and transportation expense. It also eliminates the need for critical timing and allows disease testing while embryos are held in quarantine.

BUYING FROM ALBERTA

TECHNOLOGY AND CONSULTATION

Alberta has an outstanding record of success in the development of modern technology for livestock production. Alberta's vast array of technological and practical expertise is available in a variety of forms and can be designed to fill the particular needs of any interested country.

Consultants are prepared to advise in all areas of animal breeding and herd management.

For those countries wishing to establish a viable AI industry or wanting to update their present technology, Alberta can supply highly skilled professionals to assist.

Alberta is a leader in embryo transfer. Several Alberta companies and individuals have developed extensive expertise in this specialized and rapidly changing field. They are available to transfer imported embryos, set up on-site embryo transfer collection units and train local personnel.

Training at all levels, from pure research to practical field application, is available in Alberta. Similar programs can also be developed for implementation outside Canada.

HEALTH STANDARDS

Canada's animal health standards are among the highest in the world as a result of the priorities set in preserving the health of its livestock population.

Today Canada is free of almost all the major animal diseases causing concern to animal production such as foot and mouth, blue tongue, brucellosis and anaplasmosis. Alberta has also been declared officially free of tuberculosis.

Agriculture Canada, through Canadian embassies around the world, maintains contact with veterinary authorities in other countries. Import health agreements are already in place for hundreds of countries and every effort will be made to accommodate special requirements. To accommodate the growing number of countries importing frozen embryos, agreements and testing protocols are being drafted.

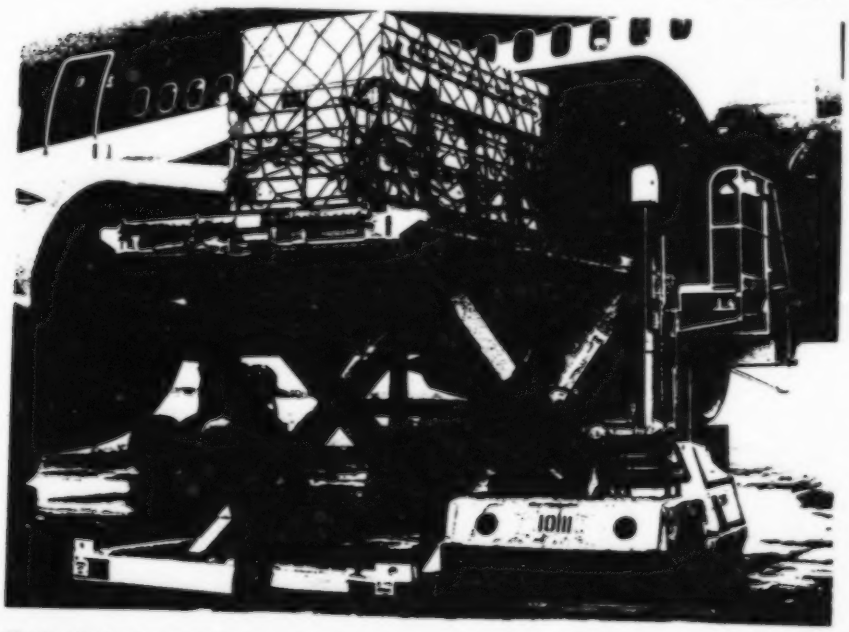
EXPORT SERVICES

Because such a large percentage of Canada's exported livestock and livestock products originate in Alberta, complete banking, insurance, animal health inspection, transportation and documentation services are readily available.

Many of the breed associations have their head offices and registries in Alberta.

Alberta has easy access to every continent with two international airports, one at Calgary and the other at Edmonton. Quarantine facilities are readily available to deal with export orders.

With the rapid expansion of its international trade activities, Alberta has established a number of foreign offices to assist people interested in importing Alberta products. These offices are located in London, New York, Hong Kong, Tokyo, Los Angeles and Houston. Contact can also be made through Canada's Embassies, High Commissions, Consulates and Trade Offices.



Technological expertise is available to ensure that Alberta goods and services work as intended in their new environment.

ALBERTA BEEF BREEDS

ANGUS

The Angus breed originated in Scotland and was introduced into Canada in 1860.

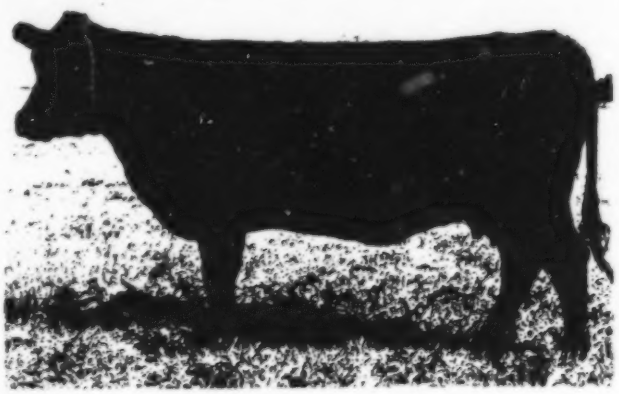
Alberta Angus cattle are particularly noted for their increased size, maternal characteristics, ability to forage under rugged conditions and high quality carcass.

The Angus breed is predominantly black in colour. However, the breed does carry a red gene and a number of Alberta breeders have selected specifically for the red colour. Both types are polled.

A mature Angus bull averages about 2300 lbs. (1045 kg) and the cows average around 1250 lbs. (568 kg).

With the quality and numbers of Angus cattle available in Alberta, this breed has been readily accepted by the international marketplace. One of the major purchasers of Alberta Angus has been Scotland.

Performance information on the breed is available through the national breed association.



Alberta offers one of the world's most extensive selections of beef breeds and a complete range of genetic choices within those breeds.

With all Alberta livestock, the soundness of pedigree and reliability of records are unquestioned.

CHAROLAIS

Charolais, one of the oldest French breeds, was the first European beef breed to be introduced into Canada. The Charolais is noted for its ability to grow rapidly and produce a lean, high yielding carcass. Its colour ranges from white to straw-coloured.

A polled strain of Charolais has been developed and now represents 30% of all animals registered.

Mature Charolais bulls average 2500 lbs. (1136 kg) and the females weigh approximately 1600 lbs. (727 kg).

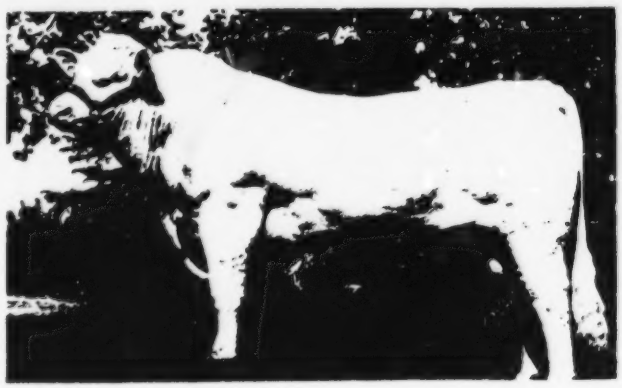
Since 1968 the Canadian Charolais Association has operated the Conception to Consumer program, a progeny test program that is recognized world-wide. The program measures the breeding performance of Charolais bulls for economically important traits such as ease of calving, preweaning gain, post-weaning gain and carcass merit.

Since the beginning of the program, calving ease has increased to where over 98% of calves are born unassisted. Weaning weights have not been sacrificed as they have increased by 2 lbs. (.91 kg) per year.

At the same time, feedlot gains of Charolais-sired calves have increased by 7.5%. Carcasses from these calves are high yielding with a large ribeye and minimum fat.

The complete results of the Conception to Consumer program are available through the national breed association.

Both registered and commercial Charolais cattle are available in large numbers in Alberta for export.



HEREFORD

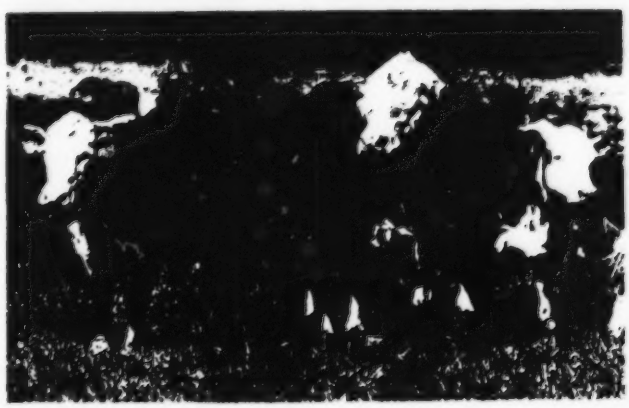
Imported from the British Isles in the 1860's, the Hereford breed is one of the oldest and most numerous breeds in Canada.

Alberta Herefords are hardy animals with a high growth rate and well-defined beef characteristics. They are particularly noted for their ability to adapt easily and well to diverse conditions. Several performance programs including the Total Herd Evaluation (THE) program and the bull testing program sponsored by the Alberta Hereford Association have been implemented to measure the specific traits of individual animals within the breed.

Today mature Hereford bulls weigh between 2200 and 2300 lbs. (1000 - 1045 kg) and Hereford cows average 1300 to 1500 lbs. (591 - 682 kg).

The breed is easily recognizable by its consistent colour pattern of red with a white face, brisket and underside. Hereford animals can be either horned or polled.

With its background of well established, solid breeding programs and now performance testing, the breed has gained a reputation for excellence at home and abroad. Alberta Herefords have been exported to over 20 countries including their place of origin, the British Isles, where they have won such shows as the Royal at Kenilworth.



LIMOUSIN

Limousin, one of the ancient breeds of France, was first introduced into Canada in 1969.

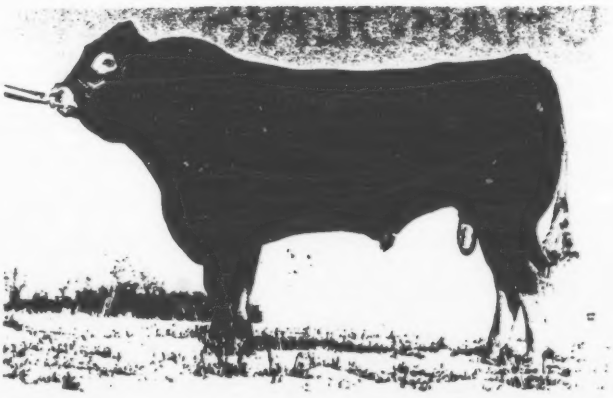
Since then its heavy muscling and excellent lean, high yielding carcass has gained this breed wide acceptance in the beef industry. Today Limousin cattle consistently win carcass competitions across Canada when compared for dressing percentage and retail yield.

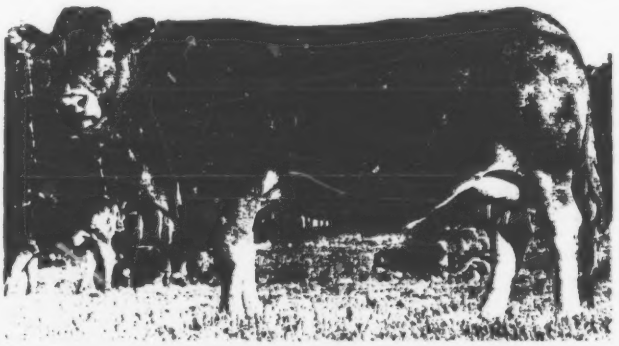
Limousin cattle are solid red in colour. This colouration helps eliminate many of the problems associated with pinkeye and reduces the incidence of sunburn.

Mature Limousin bulls weigh about 2400 lbs. (1091 kg) and the females, between 1400 and 1600 lbs. (636 -727 kg).

To assist its breeders in further developing the breed, the national association sponsors its own computerized performance programs, as well as a National Bull Test Station.

Registered and commercial Limousin cattle are available for export in large quantities in Alberta.





MAINE-ANJOU

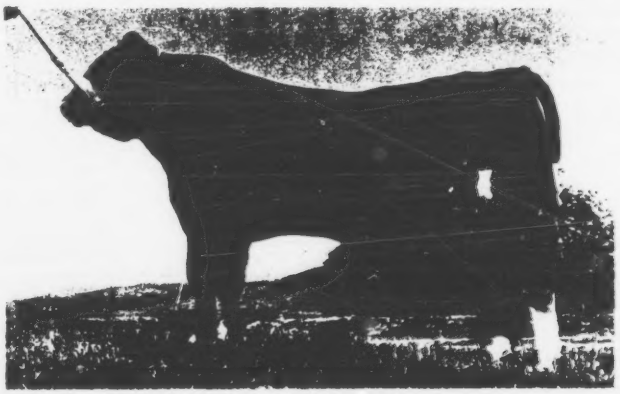
The Maine-Anjou breed, from France, was imported into Canada in the late 1960's. This is one of the largest European breeds with mature bulls weighing an average of 2700 lbs. (1227 kg) and females averaging 1700 lbs. (773 kg).

Because of its size, fast growth rate and good carcass, Maine-Anjou are used primarily as a terminal breed in crossbreeding programs. This breed is also noted for its mothering ability and fertility.

Maine-Anjou cattle are dark red with white markings.

Performance information is available through the national association and the various government sponsored programs.

Maine-Anjou cattle are available for export in reasonable quantities.



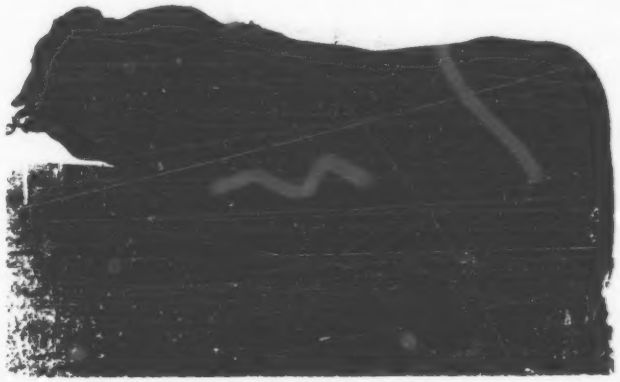
SALERS

The Salers breed was imported from France in 1973. Since its importation, the breed has gained considerable popularity as a maternal breed with its good fertility, ease of calving and its milking ability. It has also proven to be economically viable under a variety of range and management conditions.

Salers are solid dark red in colour and have a thick, curly hair coat. This pigmentation helps prevent chapped and sunburned udders and also helps eliminate many of the common foot diseases.

A mature Salers bull averages about 2500 lbs. (1136 kg) and a mature cow, about 1500 lbs. (682 kg).

Reasonable numbers of registered bulls and cows are available for export and the supply of commercial cattle is improving as the breed develops.



SHORTHORN

The Shorthorn breed originated in Scotland 250 years ago and was first brought to Canada in 1825. Red, white or roan in colour, this breed is both horned and polled.

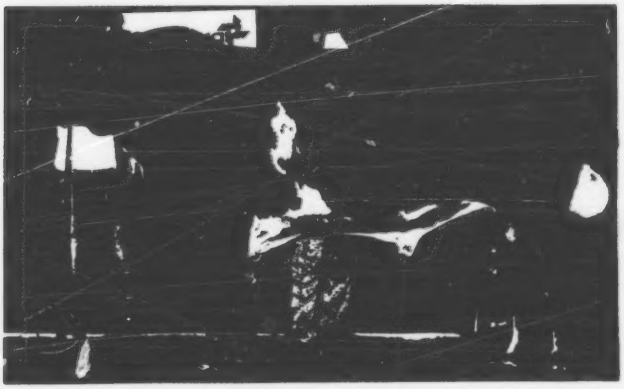
The Shorthorn's mothering ability, milk production and quality carcass make it a versatile, easily adapted breed and a popular crossbreeding choice.

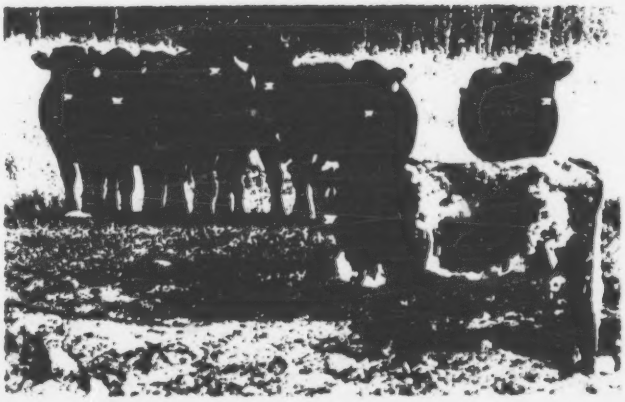
In recent feedlot tests, Shorthorn cattle showed a feed conversion rate of 6.66 lbs. per pound (3.03 kg per kilogram) of gain. The steers averaged 3.86 lbs. (1.75 kg) of gain per day and the heifers, 3.76 lbs. (1.71 kg) per day. All of the animals graded either A1 or A2, the highest grades on the Canadian beef grading system.

Results from the bull testing facility sponsored by the Alberta Shorthorn Association showed yearling Shorthorn bulls with an average daily gain of 3.20 lbs. (1.45 kg) per day and an average 365-day adjusted weight of 1136 lbs. (516 kg).

The average weight of a mature Shorthorn bull is 2300 lbs. (1045 kg) with Shorthorn cows averaging 1400 lbs. (636 kg).

The breed is available for export in reasonable numbers.





SIMMENTAL

The Canadian Simmental blends the unique characteristics of five European Simmental strains: the Simmental from Switzerland, the Pie Rouge, Abondance and Montbeliard of France and the German Fleckvieh.

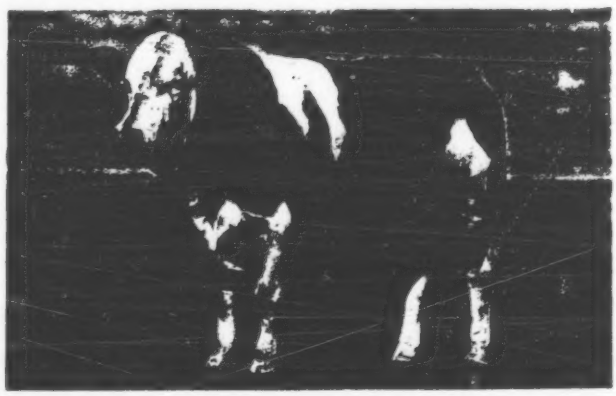
Originally developed as a dual purpose animal, the Simmental is large-framed and muscular with excellent maternal and beef characteristics.

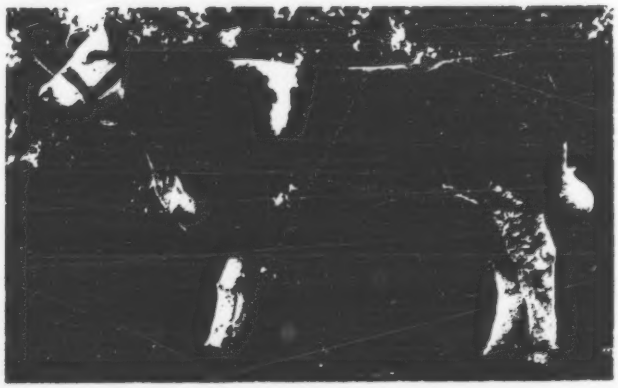
Simmental range in colour from light tan to dark red and have white markings. Simmental are traditionally horned although a polled strain is being developed.

Mature Simmental bulls range from 2400 to 2800 lbs. (1091 - 1273 kg), while the cows average around 1600 lbs. (727 kg).

The Simmental breed represents one of the largest gene pools in the world and is backed by generations of extensive performance and progeny testing. This has played a major role in the development and acceptance of the breed in Canada. From the breed's introduction into the country, performance information has been mandatory for registration. Today all registered Simmental cattle carry a performance pedigree. In the case of females, complete production records are also available on request.

As one of the most popular breeds in the country, there is an ample supply of registered and commercial cattle available for export.



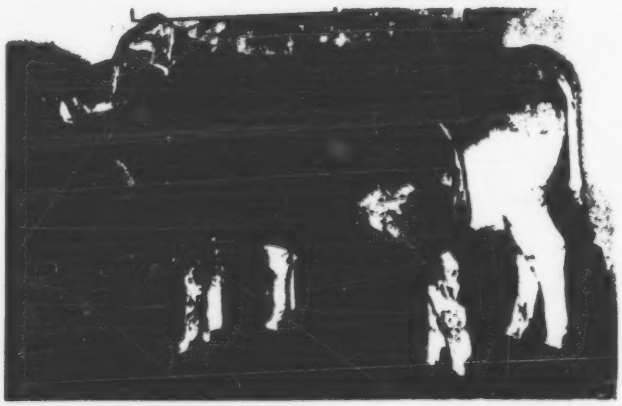


BLONDE d'AQUITAINE

The Blonde d'Aquitaine breed originated in France where it was developed as a dual purpose breed. Today, the Blonde d'Aquitaine is recognized primarily for its beef characteristics, feed efficiency and carcass quality. Mature bulls average about 2400 lbs. (1091 kg) and females range from 1500 to 1800 lbs. (682 - 818 kg).

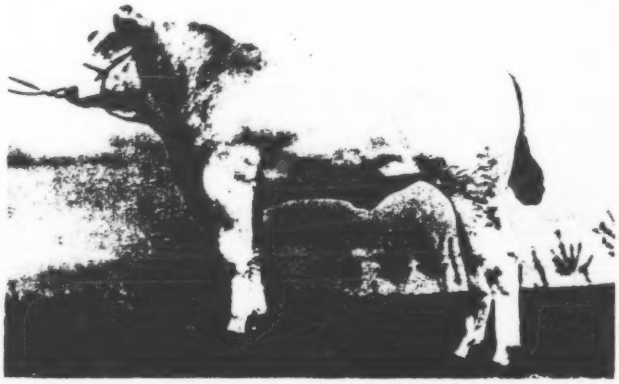
BRAUNVIEH

The Braunvieh breed is regarded as a dual purpose breed with its good milk production, feed efficiency and rate of gain. These cattle have a docile disposition and adapt well to most climates. Mature bulls average 2400 lbs. (1091 kg) and the cows, 1600 lbs. (727 kg).



CHIANINA

Rapid growth and excellent carcass qualities make Chianina an ideal terminal breed in crossbreeding programs. Mature Chianina bulls average 3000 lbs. (1364 kg) and the females average 1800 lbs. (818 kg), making it one of the largest beef breeds in the world. With its short white hair and black pigmentation, this breed is well suited to hot climates.

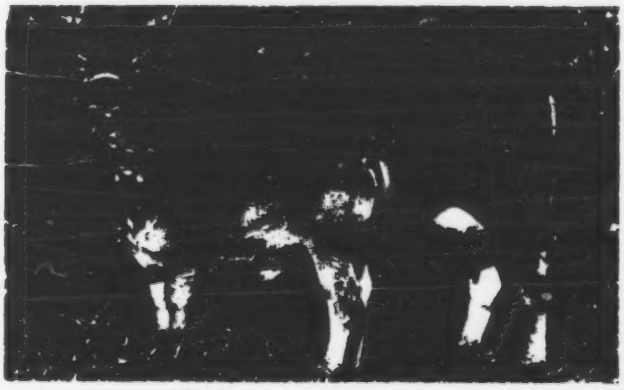


GALLOWAY

The Galloway is a maternal breed from Scotland known for its hardiness and tolerance to cold climates. The Galloway is a naturally polled breed. Mature Golloway bulls average 1900 lbs. (864 kg) and the cows, from 1100 to 1600 lbs. (500 - 727 kg).

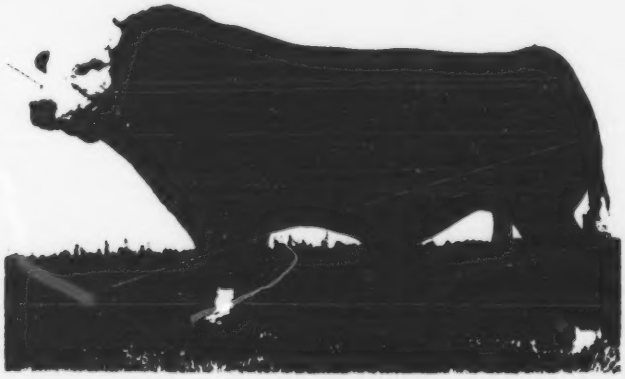
GELBVIEH

The Gelbvieh, which came from Germany, is a performance tested, dual purpose breed. It is a solid coloured animal with well-pigmented skin making it especially resistant to udder and eye diseases. A mature Gelbvieh bull averages 2500 lbs. (1136 kg) and females weigh between 1400 and 1800 lbs. (636 - 818 kg).



HAYS CONVERTER

The Hays Converter is the first beef breed to be developed in Canada by private interests. The foundation stock of this breed was selected on the basis of performance under Alberta range conditions. Mature females weigh from 1250 to 1500 lbs. (568 - 682 kg) and bulls range from 2300 to 2800 lbs. (1045 - 1273 kg).

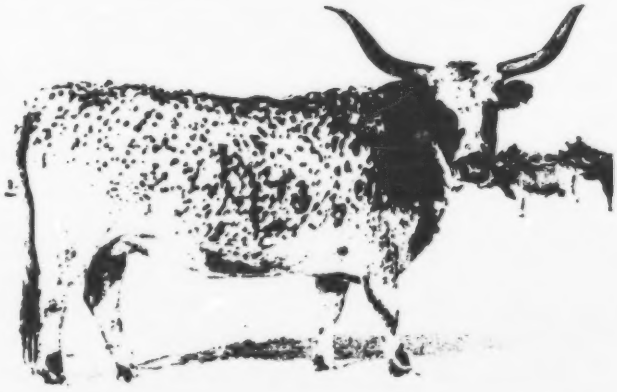


HIGHLAND

The Highland breed, originally from Scotland, is easily recognized by its well-oiled, double hair coat with its downy undercoat and long, wavy overcoat. Highland cattle adapt well to harsh, cold conditions and are noted for their foraging ability. Mature bulls average 1650 lbs. (750 kg) and females, 1150 lbs. (523 kg).

LONGHORN

The Longhorn breed, brought into Alberta from the southern United States, is characterized by its horns which can range up to seven feet (210 cm) across. The breed is known for its ease of calving. Longhorn calves weigh 65 - 75 lbs. (30 - 34 kg) at birth and show a strong instinct for survival. The Longhorn is a hardy breed with the ability to graze over vast ranges of roughage and grass.

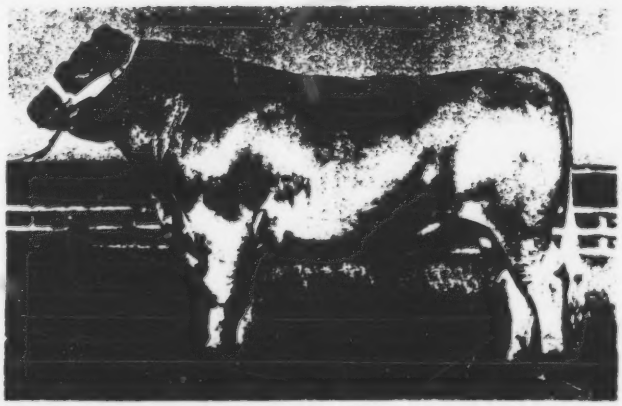


LUING

The Luing breed is a Shorthorn-Highland cross that was developed in Scotland about twenty years ago. It is known for its docility, ease of calving and adaptability to northern climates. At maturity, bulls weigh from 1300 to 2000 lbs. (591 - 909 kg), and females from 900 to 1400 lbs. (409 - 636 kg).

MURRAY GREY

The Murray Grey breed came from Australia. This breed is easy to keep, calves easily and has a good temperament. Murray Greys are polled and have a dark pigmentation which helps protect them from eye diseases and sunburn. Mature bulls range from 1800 to 2200 lbs. (818 - 1000 kg) and the females, from 1000 to 1300 lbs. (454 - 591 kg).

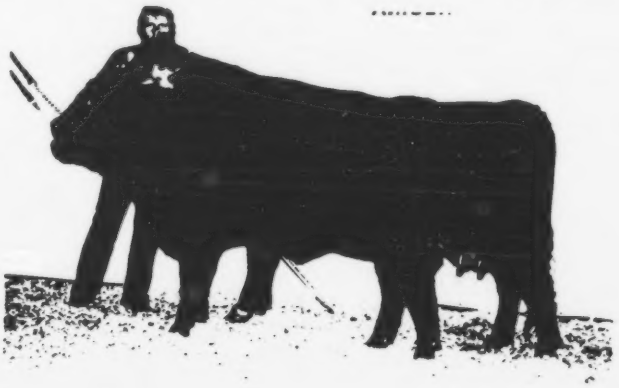


PINZGAUER

The Pinzgauer, imported from Austria, is a moderate-sized breed with distinctive white markings. The breed was developed as a dual purpose breed and displays good maternal characteristics, growth rate and carcass quality. Mature females weigh from 1300 to 1600 lbs. (591 - 727 kg) and bulls, from 2000 to 2400 lbs. (909 - 1091 kg).

RED POLL

The Red Poll breed is, as the name suggests, polled and solid red in colour with good pigmentation. It is noted primarily for its maternal characteristics. The breed is small to medium in size with bulls averaging 2000 lbs. (909 kg) and females, 1200 lbs. (545 kg).



ROMARK

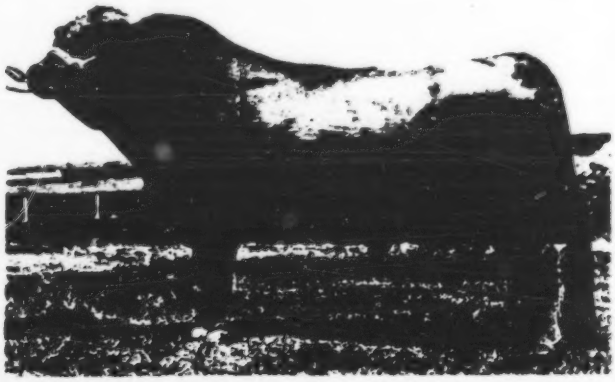
The Romark breed was established in Canada in the late 1970's when the Italian Marchigiana and Romagnola breeds were combined. The resulting Romark breed is recognized for its docility, rate of gain and carcass qualities. Its growth rate and carcass characteristics make it particularly suited to the production of veal. Mature Romark bulls weigh between 2500 and 2800 lbs. (1136 - 1273 kg) and females weigh from 1500 to 1700 lbs. (682 - 773 kg).

SOUTH DEVON

The South Devon breed originated in England. It is noted for both its milk and meat production. Mature South Devon bulls weigh between 2200 and 2800 lbs. (1000 -1273 kg) while South Devon cows weigh around 1400 lbs. (636 kg).

TARENTAISE

The Tarentaise breed originated in the French Alps. It is a medium sized breed noted for its maternal characteristics and its ability to adapt to different climatic conditions. Tarentaise bulls weigh about 1800 lbs. (818 kg) and cows weigh about 1200 lbs. (545 kg).



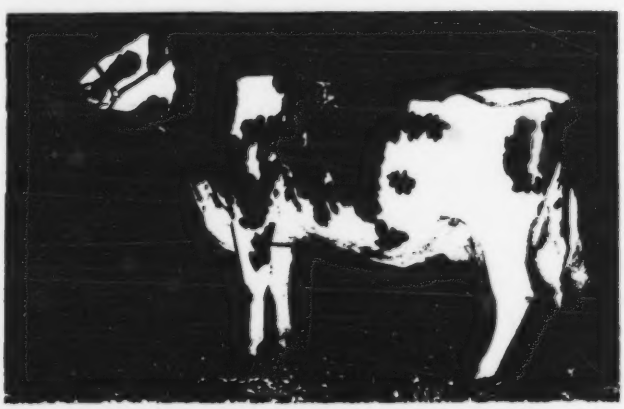
WELSH BLACK

The Welsh Black, originally from Wales, is noted for its gentle disposition, ease of handling, maternal characteristics and hardiness. Mature Welsh Black bulls weigh between 2000 and 2500 lbs. (909 - 1136 kg) and the cows weigh up to 1400 lbs. (636 kg).

ALBERTA DAIRY BREEDS

AYRSHIRE

The red and white Ayrshire breed is known for its milk production, adaptability and longevity. Mature Ayrshire bulls weigh from 1400 to 2000 lbs. (636 - 909 kg) and cows from 1200 to 1500 lbs. (545 - 682 kg). A mature Ayrshire cow will produce an average of 12,000 lbs. (5455 kg) of milk with a 4% butterfat content.



GUERNSEY

The Guernsey breed is noted for adaptability to a wide range of management conditions, quiet nature and ease of handling, efficient feed conversion and production of milk containing a high carotene A and protein content. The mature Guernsey females weigh from 1100 to 1500 lbs. (500 - 682 kg) and produce an average of 12,100 lbs. (5500 kg) of milk. Mature bulls weigh from 1700 to 2000 lbs. (773 - 909 kg).

HOLSTEIN

Holsteins were first imported into Canada from Holland in 1881. Since then the Canadian Holstein has been bred to develop characteristics which are unique to the Canadian breed — a firmly attached udder that will last the lifetime of the cow, docility, and volume milk production.

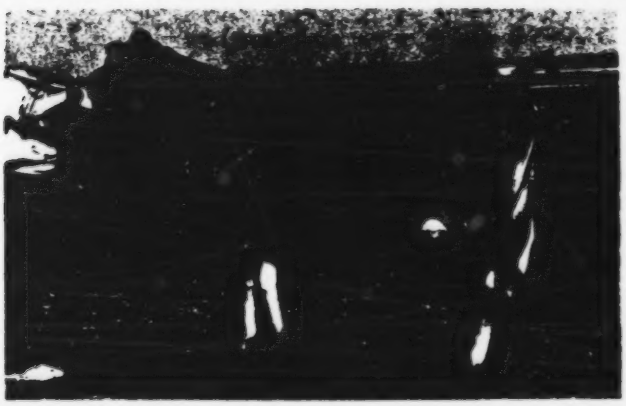
The average production of a Holstein cow is 14,450 lbs. (6568 kg) with 541.2 lbs. (246 kg) of fat and 3.75% butterfat.

The average weight of a mature Holstein bull is 2600 lbs. (1182 kg); cows average 1500 lbs. (682 kg).

The Holstein makes up 95% of Canada's dairy herd and is the predominant dairy breed in Alberta.

JERSEY

Jersey cattle are renowned for the high percentage of butterfat and solids in their milk, making them particularly desirable for cheese production. Other pronounced characteristics of this breed include economy of production, longevity and climatic adaptability. A mature Jersey cow weighs from 800 to 1000 lbs. (364 - 454 kg) and mature bulls from 1100 to 1400 lbs. (500 - 636 kg). Average production is between 9,000 and 14,000 lbs. (4091 - 6364 kg) with 5.36% butterfat.



DIRECTORY

BEEF BREED ASSOCIATIONS

ANGUS

Alberta Aberdeen Angus Association
108, 2003 McKnight Blvd. N.E.
Calgary, Alberta, Canada T2E 6L2
Telephone: (403) 291-3040
Contact: Jean Pattinson

BLONDE d'AQUITAINE

Blonde d'Aquitaine Cattle Association of Alberta
248, 2116 - 27 Avenue N.E.
Calgary, Alberta, Canada T2E 7A6
Telephone: (403) 291-0319
Contact: Isabel McPherson

Canadian Blonde d'Aquitaine Association
207, 1606 Centre Street North
Calgary, Alberta, Canada T2E 2R9
Telephone: (403) 276-5771
Contact: Gerry Winter

BRAUNVIEH

Alberta Braunvieh Association
P.O. Box 30049, Station B
Calgary, Alberta, Canada T2P 2G5
Telephone: (403) 932-2908
Contact: Ken Copithorne

CHAROLAIS

Alberta Charolais Association
P.O. Box 99
Red Deer, Alberta, Canada T4N 5E7
Telephone: (403) 347-2788
Contact: Doris Burrington

Canadian Charolais Association
2320 - 41 Avenue N.E.
Calgary, Alberta, Canada T2E 6W8
Telephone: (403) 250-9242
Contact: Ken Aylesworth

CHIANINA

Alberta Chianina Association
2504 Toronto Crescent N.W.
Calgary, Alberta, Canada T2N 3V9
Telephone: (403) 282-8181
Contact: Norma Dunn

GALLOWAY

Alberta Galloway Association
Box 92
Medicine Hat, Alberta, Canada T1A 7E8
Telephone: (403) 548-6622
Contact: Mike Page

Canadian Galloway Association
Box 5000
Medicine Hat, Alberta, Canada T2N 3V9
Telephone: (403) 548-6622
Contact: Susan Page

GELBVIEH

Gelbvieh Association of Alberta
R.R. 1
Okotoks, Alberta, Canada T0L 1T0
Telephone: (403) 938-7634
Contact: Kaye James

Canadian Gelbvieh Association
165 George Craig Blvd. N.E.
Calgary, Alberta, Canada T2E 7H3
Telephone: (403) 291-3710
Contact: Enid Jansen

HAYS CONVERTER

Canadian Hays Converter Association
310, 4723 First Street S.W.
Calgary, Alberta, Canada T2G 4Y8
Telephone: (403) 243-1186
Contact: Syd Williams

HEREFORD

Alberta Hereford Association
Box 910
Innisfail, Alberta, Canada T0M 1A0
Telephone: (403) 227-5246
Contact: Beverly Leavitt

Canadian Hereford Association
5160 Skyline Way N.E.
Calgary, Alberta, Canada T2E 6V1
Telephone: (403) 275-2662
Contact: Duncan Porteous

HIGHLAND

Canadian Highland Cattle Association
R.R. 4
Stony Plain, Alberta, Canada T0E 2G0
Telephone: (403) 963-3007
Contact: Linda Macki

LIMOUSIN

Alberta Limousin Association
P.O. Box 96
Red Deer, Alberta, Canada T4N 5E7
Telephone: (403) 347-3124
Contact: Doris Burrington

Canadian Limousin Association
10, 6115 Fourth Street S.E.
Calgary, Alberta, Canada T2H 2A5
Telephone: (403) 253-7309
Contact: Harvey Tedford

LUING

Canadian Luing Association
Kathyrn, Alberta, Canada T0M 1E0
Telephone: (403) 935-4414
Contact: Anne Luft

MAINE-ANJOU

Alberta Maine-Anjou Association
201, 4825 - 47 Street
Red Deer, Alberta, Canada T4N 1R3
Telephone: (403) 340-2265
Contact: Doris Burrington

Canadian Maine-Anjou Association
334 Ninth Avenue N.E.
Calgary, Alberta, Canada T2E 0V6
Telephone: (403) 230-9012
Contact: Herb McLane

MURRAY GREY

Alberta Murray Grey Association
P.O. Box 812
Claresholm, Alberta, Canada T0L 0T0
Telephone: (403) 625-2213
Contact: Myrna Glimsdale

Canadian Murray Grey Association
Box 605
Red Deer, Alberta, Canada T4N 5G6
Telephone: (403) 343-1355
Contact: Doris Burrington

PINZGAUER

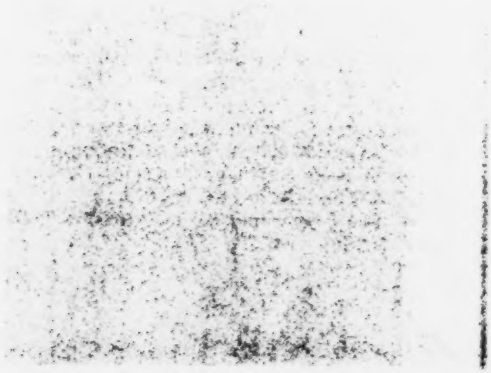
Alberta Pinzgauer Association
R.R. 2
Olds, Alberta, Canada T0M 1P0
Telephone: (403) 556-2344
Contact: Irene Morgan

Canadian Pinzgauer Association
108, 2116 - 27 Avenue N.E.
Calgary, Alberta, Canada T2E 7A6
Telephone: (403) 291-3797
Contact: Terry Place

RED POLL

Alberta Red Poll Club
P.O. Box 58
Jarvie, Alberta, Canada T0G 1H0
Telephone: (403) 954-3943
Contact: Lorraine McRorie

Canadian Red Poll Cattle Association
Box 149
Millet, Alberta, Canada T0C 1Z0
Telephone: (403) 387-4360
Contact: Jackie Fleming



ROMARK
Alberta Romagnola-Marchigiana "Romark" Association
Canadian Romark Association
Box 177
Jarvie, Alberta, Canada T0G 1H0
Telephone: (403) 954-2119
Contact: Charlotte Schrader

SALERS
Alberta Salers Association
Salers Association of Canada
246, 2116 - 27 Avenue N.E.
Calgary, Alberta, Canada T2E 7A6
Telephone: (403) 291-2620

SHORTHORN
Alberta Shorthorn Association
Box 553
Bashaw, Alberta, Canada T0B 0H0
Telephone: (403) 877-2349
Contact: Faye Adam

SIMMENTAL
Alberta Simmental Association
Box 605
Red Deer, Alberta, Canada T4N 5G6
Telephone: (403) 346-7852
Contact: Doris Burrington

Canadian Simmental Association
13, 4101 - 19 Street N.E.
Calgary, Alberta, Canada T2E 6X8
Telephone: (403) 250-7979
Contact: Brian Kitchen

SOUTH DEVON
Canadian South Devon Association - Alberta Branch
103 Ferncliffe Crescent S.E.
Calgary, Alberta, Canada T2H 0V5
Telephone: (403) 255-4215
(403) 265-1954
Contact: Joe Howarth

TARENTAISE
Alberta Tarentaise Association
P.O. Box 665
Coalhurst, Alberta, Canada T0L 0V0
Telephone: (403) 381-4777
Contact: John Stanley

Canadian Tarentaise Association
Box 30
Walsh, Alberta, Canada T0J 3L0
Telephone: (403) 937-3784
Contact: Eric Reesor

TEXAS LONGHORN
Alberta Texas Longhorn Association
Box 605
Red Deer, Alberta, Canada T4N 5G6
Telephone: (403) 347-2788
Contact: Doris Burrington

WELSH BLACK
Alberta Welsh Black Association
Canadian Welsh Black Association
Box 477
Hanna, Alberta, Canada T0J 1P0
Telephone: (403) 854-3732
Contact: Thomas Scott

DAIRY BREED ASSOCIATIONS

AYRSHIRE
Alberta Ayrshire Breeders Association
R.R. 2
Millet, Alberta, Canada T0C 1Z0
Telephone: (403) 387-4790
Contact: Claudia Wagner

GUERNSEY
Alberta Guernsey Breeders Association
Box 1003
Glenwood, Alberta, Canada T0K 2R0
Telephone: (403) 626-3679
Contact: Larry Lybbert

HOLSTEIN
Alberta Holstein Association
Box 1522
Lacombe, Alberta, Canada T0C 1S0
Telephone: (403) 782-3957
Contact: Bill Kamps

JERSEY
Alberta Jersey Association
Box 1205
Three Hills, Alberta, Canada T0H 2A0
Telephone: (403) 443-7791
Contact: Lloyd Hazel

MAJOR LIVESTOCK, SEMEN & EMBRYO EXPORTERS

Alberta Genetics
(For Embryos and related services)
Site 12, Box 22, R.R. 4
Calgary, Alberta, Canada T2M 4L4
Telephone: (403) 239-8882
Contact: Ted Mitenko

Bova-Tech Livestock Ltd
(For Embryos and related services)
Box 5
Shaughnessy, Alberta, Canada T0K 2A0
Telephone: (403) 381-4609
Dr. Murray Jacobson
(403) 652-7602
Dr. Darrel DeGrofft

Cantrex Livestock International Inc
(For Livestock)
R.R. 3
Ponoka, Alberta, Canada T0C 2H0
Telephone: (403) 783-5528
Telex: 038-3298
Contact: Tony Saretsky

Davis-Rairdan Veterinary Services Ltd.
(For Embryos and related services)
Box 459
Crossfield, Alberta, Canada T0M 0S0
Telephone: (403) 946-4334
Contact: Dr. Roger Davis
Dr. Scott Rairdan

HMB Alberta Livestock and Exports Limited
(For Livestock)
General Delivery
Innisfail, Alberta, Canada T0M 1A0
Telephone: (403) 227-6691
Contact: John Hay

Independent Breeders Service Ltd.
(For Semen, Embryos and Livestock)
Box 2008
Airdrie, Alberta, Canada T0M 0B0
Telephone: (403) 946-5667
Contact: David Black

Prairie West Livestock
(For Livestock)
Box 96
Red Deer, Alberta, Canada T4N 5E7
Telephone: (403) 749-2420 - Roger Peters
(403) 227-2523 - Gary Smith
Telex: 0372966

Universal Genetics Ltd.
(For Semen)
P.O. Box 910
Cardston, Alberta, Canada T0K 0K0
Telephone: (403) 653-4437
Telex: 03849289
Contact: Vic Lund

Western Breeders International Ltd.
Semaltex Semen Exports Canada
(For Semen, Embryos and Livestock)
Balzac, Alberta, Canada T0M 0E0
Telephone: (403) 226-0666
Telex: 03821605
Contact: Donald M. Stewart

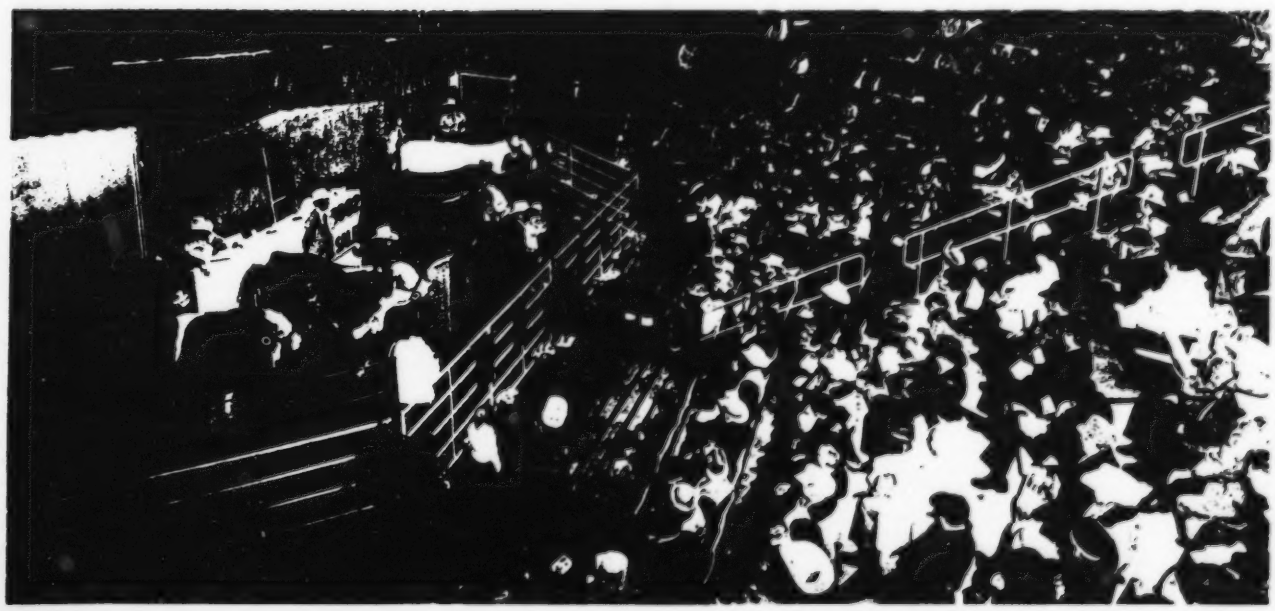
For a list of breeders with embryos, semen or livestock available for export or other export services, please contact the individual breed associations or

Alberta Canada All Breeds Association (1984)
2504 Toronto Crescent N.W.
Calgary, Alberta, Canada T2N 3V9
Telephone: (403) 282-6736
Contact: Norma Dunn

Complete listings of horse, sheep, goat and swine breed associations is available through Alberta Agriculture.

MAJOR NORTH AMERICAN LIVESTOCK EVENTS

January	National Western Stock Show & Rodeo - Denver, Colorado, U.S.A.
February	Houston Stock Show - Houston, Texas, U.S.A.
March	**CALGARY BULL SALE - CALGARY, ALBERTA** **EDMONTON NORTHLANDS - EDMONTON, ALBERTA** **LETHBRIDGE BULL SALE - LETHBRIDGE, ALBERTA**
April	**LLOYDMINSTER BULL SALE - LLOYDMINSTER, ALBERTA** **CALGARY DAIRY CLASSIC - CALGARY, ALBERTA** **WESTERNER SPRING DAIRY SHOW - RED DEER, ALBERTA**
July	**CALGARY EXHIBITION & STAMPEDE - CALGARY, ALBERTA** **WESTERNER DAYS - RED DEER, ALBERTA**
October	World Dairy Expo - Madison, Wisconsin, U.S.A. Northern International Livestock Exposition - Billings, Montana, U.S.A.
November	**EDMONTON FARMFAIR - EDMONTON, ALBERTA** Royal Agricultural Winter Fair - Toronto, Ontario North American International Livestock Exposition - Louisville, Kentucky, U.S.A. Canadian Western Agribition - Regina, Saskatchewan



Events such as the Calgary Bull Sale, the Calgary Stampede and Edmonton's Farmfair traditionally attract international exhibitors and buyers to Alberta.

Lloydminster
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